



# Rural Solar Development Partnership Program

Presentation - 2024

Visit Our Website  
[www.polarismarketing.io](http://www.polarismarketing.io)



# Program Values



## What we look for

Installation Partners Who Have “Boots on the Ground”  
Reputable Company  
Good Digital Footprint  
Outstanding Professional Reputation  
Capacity to Complete 10-20 Commercial Installations/month  
Good Sales Team that can handle 10-20 Approved Proposals in 2 weeks and consistently similar results in sequential weeks.



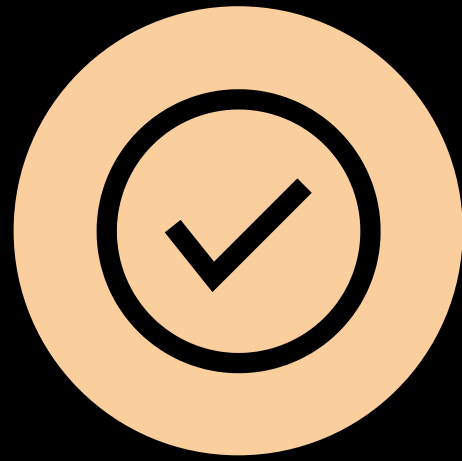
## Our Mission

To assist interested Rural Property Owners who qualify for the REAP program with government funded grants for up to \$2 million per project. Create continuity in leads & efficiently process Rural Commercial Development Solar Projects for our Client Partners. We are looking to expand this program into all but 2 states nationwide.



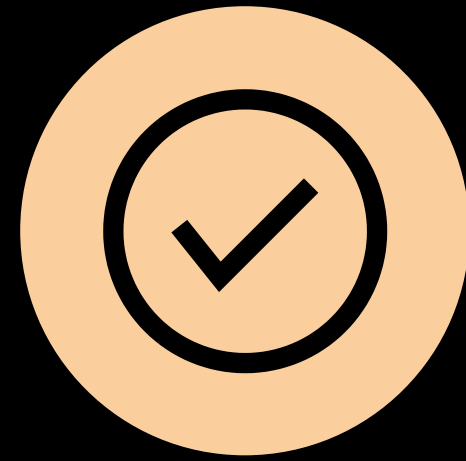
**POLARIS**  
SOLAR PARTNERSHIPS

# Process of USDA REAP Strategic Partnership



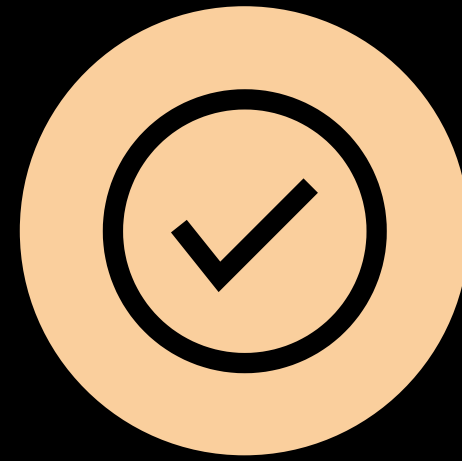
## Assess

Our team will assess all details of the subject property, the owner will be verified, the full Solar System will be analyzed and all project management will be handled internally before being referred to the installation partner.



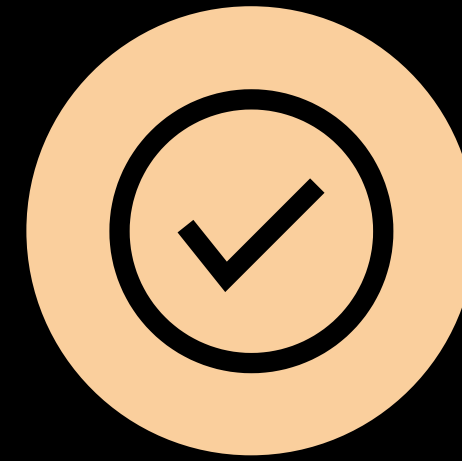
## Feasibility

As an objective and trusted third-party, VeriWatt offers clear, cost-effective guidance that gives insight on potential ROI, estimated costs, incentives, system design, estimated production, and utility bill reduction.



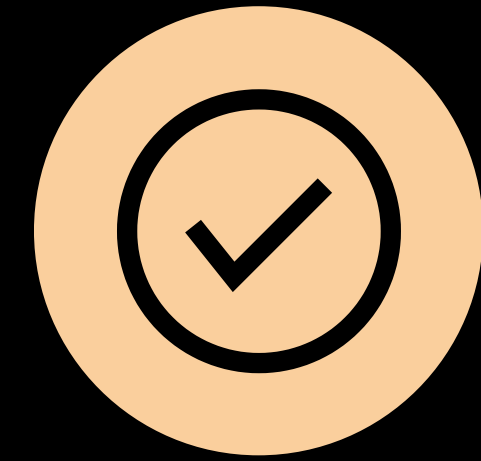
## Grant Writing

Our partner will conduct the entire grant writing process for up to \$2 million in government grants available per project. All referrals made to client partner will have USDA REAP Program backing and grant approval.



## Close Sale

Installation client partners must possess reputable conduct and assist in the close of the sale. Installers must be able to handle up to 40 leads per month and have a solid closing ratio and must be able to pay \$1000/lead



## Installation

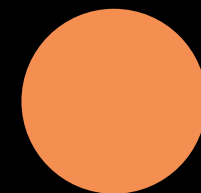
Installation must be handled expeditiously and with excellence. Reimbursements from the REAP program arrive Q2 post installation. So Installer must have financing available to maintain the volume of the project.



# Full Service Partnership

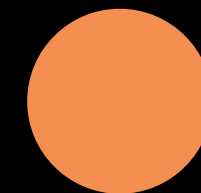


We are partnered with Veriwatt a consumer protection asset management company specializing in solar and home improvement industries.



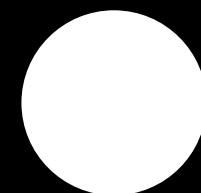
## Targeting

We target commercial properties in USDA markets who qualify for REAP grants for up to \$2 million.



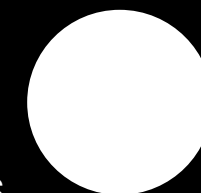
## The Offer

We offer free solar feasibility studies where we will qualify them for the commercial solar project: Approval for grants, design on Aurora, and completed proposal with partnered solar companies



## Grant Approval

Part of the study is getting the approval for grants, which will offset up to 50% of the cost. Grants vary on payouts but will be paid on the proceeding quarter.



## Commercial Clientele

We target businesses with \$3 redline and in the range of 100-600 kw system sizes.

# How the Program Works



**1**

## **Program Costs**

We require a \$1000 Signing Fee per customer, plus an agreed amount per watt as a sales commission.

**2**

## **Price Per Watt**

The Amount Per Watt will be paid partially upon commencement of installation or sale, depending on financing terms, and the rest to be paid upon completion.

**3**

## **What Would Cause Cancellation?**

Cancellations are usually due to poor communication, not enough credit or money to fund while waiting for grants or a decision to sell.

**4**

## **Financing Options**

We need to know that our installation partners are financially responsible and able to scale up and grow as our referrals maintain consistency and require ongoing support.

**5**

## **Timeframe**

Usually our referrals scale up within the first 2 weeks with about 10-20 approved leads within the first 2 weeks, give or take.

# 5 States, 2 Years of Experience



## Closing of Leads

We expect our installation partners to close at least 10-15% of the leads we refer to them.



## Historical Close Rate

In Missouri and Oklahoma we have achieved 40% historical close rate.



## Geography

Client will provide detailed service areas and agree to assist all clients within designated areas. Client guarantees "feet on the street" as this program requires all in-person sales, no VIRTUAL SALES.



## Financing Options

Client must provide financing options to customers.



## Return On Investment

Allocations to be made upon receivables. Previous results are \$1.5 million to be made with \$50,000 investment.

# Meet The Team

OVER 25 COMBINED YEARS OF LEAD GENERATION, MARKETING, AND STRATEGIC PARTNERSHIPS



**Edmond Pain**

President, CTD Agency

Ed has run successful lead generation brands for over 20 years, consistently on the Inc 5000. An expert operations and business development leader, he specializes in Strategic Business Development within the organization and is responsible for the formulation, evaluation and execution of strategic business development initiatives.



**Jenni White**




CEO, Polaris Solar Partnerships

Jenni has run successful marketing campaigns for over 300 businesses and currently runs a successful marketing agency based in Los Angeles, CA. Strategic Partnerships and win-win solutions are her forte. She is often featured in press and webinars where she works closely with PACE-LA, and is a recipient of the Governor's Office of Economic Development "Go Biz" Award



# Contact Us

TO FIND OUT MORE OR TO RESERVE YOUR TERRITORY OR REGION, PLEASE CONTACT US TO DISCUSS IN FURTHER DETAIL. OUR ASK IS SIMPLE, THAT YOU PREPARE TO GROW SUSTAINABLY AND MAINTAIN EXCELLENCE AND PROFESSIONALISM AS WE BUILD A BETTER ENERGY INFRASTRUCTURE ACROSS THE UNITED STATES.

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# Thank You

For Your Attention

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